



Section A - Criteria 7

258 essays in this section

Question 1

75 students answered this question

We were looking for definition of social networking. Discussion on reliability and truth, uses of case studies eg 2 teachers jobs lost due to Facebook. Networking is a form of entertainment not news.

Question 2

44 students answered this question

Definition of tabloid media, give examples, define social values, morals of the time, violence crime etc. Tabloids set themselves up as moral gatekeepers of society. The use of music to evoke emotion.

Question 3

26 students answered this question

Definition of celebrity, give examples, dollar value of celebrity, only in it for money?

Give examples, arias, entertainment programs, TMZ website, blogs. They are released as news stories.

Question 4

26 students answered this question

Define product placement. Give examples of product placement in computer games, film, TV, e.g. Mac sales improved through product placement. Quentin Tarantino has no product placement in his films as he makes his own labels.

Question 5

10 students answered this question

Define what is commercial, public and community radio, choose 2 and talk about content of both with examples in relation to target market.

Question 6

29 students answered this question

Define a fashion magazine and eating disorders. First person, therefore subjective discussion **not part of course**. Must have a concluding statement.

Question 7

33 students answered this question

Define a 'blogger'. Define a media professional and a private citizen. Option journalism is not factual. Give examples, ABCs Drum, Twitter

Question 8

12 students answered this question

This needed to include the role of the ACMA, Journalist code of ethics. What is meant by censorship and the Mark Scott quote (ABC Managing Director).

Question 9

3 students answered this question

Define what are the minority groups; provide examples where they are represented in the media e.g. Gay and Lesbian, Religion, Aboriginal.

Section B - Criteria 8

257 essays in this section

Question 10

59 students answered this question

Define new media technologies, e.g. Internet, iPods, iPads and mobile phones. What are considered to be audience expectations, Discuss 'going viral'. People can access programs before they are aired on TV, and how much do advertisers now spend on the new media.

Question 11

18 students answered this question

Define chequebook journalism and how it relates to production techniques and code of ethics. Does not affect production. Content yes.

Question 12

40 students answered this question

Define new technology, content and distribution, interactivity and convergence in relation to new media. Hoped for a comparison between new and tradition media convergence.

Question 13

19 students answered this question

Define social values in terms of present day social outlook and how production is influenced.

Question 14

8 students answered this question

Define globalisation in terms of media, access to information (Faster and quicker), satellite ownership, phones. A huge variety of examples were accepted in this question.

Question 15

11 students answered this question

Define new platforms, that is, internet and websites. Need for continual monitoring and updating, less staff required (in theory).

Question 16

49 students answered this question

We accepted any example of a commercial

Question 17

30 students answered this question

Who are the Tasmania media outlet, community, edge, who is target audience, new media outlets are available. (Facebook, YouTube, buzz, source) justification for choices

Question 18

23 students answered this question

What is cross media promotion (media ownership was accepted) e.g. MasterChef and Coles, and Sunrise and Jetstar. How were media products such as new, current affairs, print affected by cross media promotion?

Folio Examiners' comments

Print again unhappy that work removed from tubes causing damage to work.

128 = total
81 = video
5 = radio
2 = multimedia
40 = print

A large number of students did not explicitly express their target audience in their write-ups, this made it difficult for the examiners to assess Criterion 6. Criterion 6 was re-visited during the Assessment panel meeting with a large number of borderline cases being bumped up.

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